MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

"Strategically Manage Corporate Reputation, Engage Stakeholders, and Communicate with Impact."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Effective public relations (PR) and corporate communications are vital for building trust, maintaining credibility, and enhancing an organization's reputation. In today's fast-changing business environment, strategic communication with stakeholders, employees, media, and the public is critical for success.

The Public Relations and Corporate Communications course provides participants with practical strategies, tools, and skills to plan, manage, and execute communication initiatives that protect and enhance corporate reputation. Through interactive exercises, real-world case studies, and media simulations, participants will develop the competence to communicate confidently and effectively across multiple channels.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and strategic importance of PR and corporate communications.
- Develop and implement communication strategies aligned with organizational goals.
- Create clear, consistent, and compelling corporate messaging.
- Manage internal and external stakeholder communication effectively.
- Build and maintain positive relationships with media and public audiences.
- Handle media interactions, press releases, and corporate announcements professionally.
- Manage communication during crises to protect organizational reputation.
- Measure the effectiveness of communication initiatives and campaigns.

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Why Attend

Strong corporate communication is essential for influencing stakeholders, shaping public perception, and maintaining a competitive edge. This course equips professionals with actionable frameworks, practical skills, and confidence to manage corporate communications effectively, ensuring consistent messaging and a strong organizational reputation.

Target Audience

This course is suitable for:

- Corporate Communications and PR Professionals
- Marketing and Brand Managers
- Media Relations Specialists
- HR and Internal Communications Managers
- Executives, Business Leaders, and Entrepreneurs
- Anyone responsible for corporate messaging, stakeholder engagement, or reputation management

Individual Benefits

- Gain expertise in developing and executing strategic communication plans.
- Improve skills in media relations, press releases, and corporate messaging.
- Learn to manage stakeholder engagement and internal communication.
- Enhance ability to handle crises and protect corporate reputation.
- Increase professional credibility and influence in corporate communication roles.
- Develop skills for consistent and impactful messaging across multiple channels.

Organizational Benefits

- Strengthen corporate reputation and public trust.
- Ensure consistent messaging and communication alignment across departments.
- Improve stakeholder and media engagement.
- Enhance internal communication and employee alignment with corporate goals.
- Manage crises effectively to protect organizational credibility.
- Build internal capacity for strategic corporate communication.

Instructional Methodology

The training employs a practical, interactive approach through:

- Case studies of successful corporate communication and PR campaigns
- Hands-on exercises in message development and media engagement
- Workshops on press releases, corporate announcements, and internal communications
- Role-playing simulations for crisis communication and media interaction
- Group discussions and peer feedback on communication strategies
- Use of digital platforms and social media for corporate messaging
- Continuous coaching, guidance, and Q&A sessions

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Course Outline

Module 1: Introduction to Public Relations and Corporate Communications

Module 2: Strategic Communication Planning and Messaging

Module 3: Stakeholder Engagement and Relationship Management

Module 4: Internal Communication and Employee Alignment

Module 5: Media Relations: Building Strong Contacts and Handling Interviews

Module 6: Writing Press Releases, Corporate Announcements, and Briefs

Module 7: Crisis Communication and Reputation Management

Module 8: Leveraging Digital Media and Social Platforms

Module 9: Measuring Communication Effectiveness and Reporting

Module 10: Capstone Project – Designing a Corporate Communication Strategy

Certification

Upon successful completion, participants will receive a Certificate in Public Relations and Corporate Communications, recognizing their ability to plan, execute, and manage corporate communications and PR initiatives that enhance reputation, engage stakeholders, and support organizational success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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